

ad # 129



A woman with dark hair and a colorful beaded necklace looks up at a large blue balloon. She is holding a lit cigarette in her mouth. The background is dark and festive, with streamers and other balloons.

America's Favorite Cigarette Break.

**Benson & Hedges 100's**

Regular 10 mg "tar," 1.1 mg nicotine av. per cigarette. Menthol 11 mg "tar," 1.1 mg nicotine av. per cigarette. ©1992 Philip Morris Inc.



A pack of Benson & Hedges 100's cigarettes is shown next to a single cigarette.

#7501-4875 "Balloon Party"  
pg. A/6 92.

As Advertised In: *Savonne*, July, 1973; *Jet*, June 17, 1973; *Tuesday*, August, '73  
*Tuesday At Home*, July, 1973

